

## PROMOTION COMMITTEE HAS LARGE FIELD OF ENDEAVOR

Work Steadily Increasing and Arrangements Made for Promoting Interests of Hawaii Over World Through Various Valuable Agencies — Excellent Results Obtained During Past Year

In his annual report to the Chamber of Commerce presented at the meeting today, Secretary H. P. Wood reviews at length the work performed by this bureau in advertising Hawaii to the world over. He details the local arrangements for interesting and aiding the traveling public, speaks of the volumes of advertising literature prepared and distributed and of the promotion work being performed by representatives of the committee on the mainland and in foreign countries. He says in part:

"It gives me pleasure to report that the work during the past twelve months has extended over even a larger field than formerly and that it has been uniformly successful.

"During this period the Committee perfected its present satisfactory plans for the distribution of advertising matter throughout the Orient with the result that stop-over travel on steamers from Yokohama to San Francisco has increased fully 100 per cent, netting a gain to the business interests of Hawaii of many thousands of dollars during the course of the year.

"We have also during this time considerably enlarged our acquaintance throughout Australia and New Zealand increasing as well the number of our correspondents and distributing agents in China and other parts of the Orient.

"A full year's try-out of the Committee's plan of having a special agent meet all steamers upon their arrival in port gives evidence that the work done along these lines is much appreciated by the traveling public and has proven of direct benefit to tourists and others visiting our city for the first time.

### Work of Office.

"The work of the main office has steadily increased in importance, ten inquiries are made at the counter daily where we had one a year ago. Every possible means has been utilized for the purpose of securing and adding to the travel data.

"The correspondence naturally shows a very large growth over the preceding years. The Commercial Club sends us its inquiries to answer and they are quite numerous, besides more and more of our business houses refer all letters desiring information concerning Hawaii to the Committee.

"Many hundreds of photographs have been sent out during the course of the year and have been used in illustrated write-ups on Hawaii. We have also supplied different lecturers with lantern slides. At the present time there are no less than sixteen lecturers, more or less prominent, who have taken on Hawaii included in their series of lectures. One prominent Chattanooga lecturer writes that he has delivered his lecture on Hawaii more than 500 times, reaching fully a quarter of a million people.

"The Committee is now in correspondence with Mr. Edward Kemp, who is having great success with his illustrated lectures on Panama and the Canal Zone, and hope to have him visit Hawaii this fall or next February, for the purpose of securing data and films for a lecture on 'The Paradise of the Pacific' to be added to his very interesting series which will assure us of some of the very best advertising.

Smith as Lecturer.

"On August 1st, Mr. Walter G. Smith, the well-known editor, entered the employ of the Promotion Committee as its lecturer and publicity agent on the mainland. Mr. Smith has been supplied with some two hundred of the best lantern slides, also with several thousand feet of Bonine's best moving picture films, and is well equipped for several illustrated lectures.

"The different visits of the Hamburg-American S. S. Co.'s large excursion steamer Cleveland have been taken advantage of, and much good advertising secured, the passengers being so favorably impressed during their brief lay over that many have since made special visits to Hawaii.

"Though there has been some criticism of Richard Walton Tully's play, 'The Bird of Paradise,' which had such a successful run last winter at the Maxine Elliott Theater, New York City, there can be no doubt that this performance has proved of great value to Hawaii as an advertisement, repaying many times over the small amount contributed by the Promotion Committee to help stage the play, which is now billed to open in the Garrick Theater, Chicago, September 1.

"The committee has secured in the Garrick Theater program the entire page fronting the cast of characters for an advertisement to continue during the time 'The Bird of Paradise' is running, which it is believed will result in turning the attention of many people definitely toward Hawaii.

"Mr. Lloyd Childs is now touring the Northwest with his company of Hawaiian singers. The scene used by Mr. Childs, which the committee was instrumental in procuring, is a most effective one representing Waikiki by moonlight. In addition to each performance gives a brief talk on Hawaii, illustrated by moving pictures (furnished by the committee), and in this way is doing excellent work.

"The exhibit maintained at the International Fisheries Exposition in Paris from November 8, 1911, to January 8, 1912, was a pronounced success. No mail comes to hand without inquiries for additional information about Hawaii from various parts of Europe.

"Another result of this exhibit has been the establishment of cordial relations between the committee and the Touring Club of France, which now carries a full line of our folders at all of its offices. During the past twelve months we had representative exhibits at different land shows and a notable display at 'The World in Cincinnati,' where we had the benefit also of a daily illustrated lecture on Hawaii.

"As may be readily seen, the committee is making a special effort to cover the Northwest thoroughly, for it is from this region that we have every reason to expect an increasingly large number of visitors. Hawaii being the natural playground for that section of the country.

"Hitherto our work has been confined largely to the Pacific Coast, but we are now operating as far east as Chicago, maintaining a regular folder distribution in that city and having the cordial support and active assistance of the two largest excursion and ticket-selling bureaus of the Middle West, which are located there.

"One of the distinct accomplishments of the year has been the getting of the leading publishers of travel data the world over to include full descriptions of the islands in their books and pamphlets.

"Practically all of the overland railways now make mention of the islands in their time folders in which the reader is referred to the Hawaii Promotion Committee for further information. This advertising, which costs us nothing is seen by many thousands of people each year and brings us a large number of inquiries.

"The splendid help given to the Committee's work by the home papers has been of the greatest possible assistance serving to keep the residents of the islands fully informed as to the scope and progress of Promotion endeavor and resulting in much good publicity abroad.

"Hawaii in fact is being better advertised today than any other spot on the globe, illustrated descriptive articles are appearing in the leading papers and magazines, books are being published based upon the glamour of Hawaii. The constancy of Pele for the past two years and the work of Professor Jagger has attracted the attention of countless thousands to the world's greatest wonder the Volcano of Kilauea.

"Duke Kahanamoku's splendid work at Stockholm has served to call the attention of other thousands to the fact that the climate of Hawaii tends to produce men above the physical standard of other countries and that there is no better place for the strong to fully develop or for the weakling to make good physically and mentally.

"The approaching completion of the Panama Canal centers the attention of the business world on the Pacific and its hub Hawaii.

"The development of the Island of Oahu as a great Military stronghold is a closely watched and much talked of event.

Aerograms from one of the world's largest wireless plants soon to be established on our shores will spell Hawaii wherever the electric air currents dart.

"Honolulu cannot avoid its destiny as one of the most important centers in the world.

"In addition to our Commercial and strategic importance, the beauties of Hawaiian scenery, the great charm of Hawaii's climate must continue to bring an ever increasing number of people this way and while the increase in travel from natural causes and as the direct result of the work of the Promotion Committee has been most satisfactory during the year it is, but, the beginning of an influx such as the most sanguine has scarcely conceived, and for which we are not fully prepared.

"What our Harbor Commissioners are doing in the way of planning new wharf facilities, what our steamship men are doing in the way of building new and palatial liners should be followed and that immediately by a large increase in hotel facilities.

"Hawaii has every reason to be proud of its hotels and boarding houses. They are of the best and their charges are most reasonable, but the present accommodation will soon need to be doubled to take care of the people who are already planning to visit Hawaii and it will be but a comparatively short time when they will have to be doubled again.

"Our beautiful islands are unquestionably destined to become the Home Land and Play Ground of the world.

"In conclusion I think it can be safely said that the past year's work of the Promotion Committee has been the most successful in its history.

"In order however to fully keep up with plans for the future the funds available for the general work of the Committee especially for the ensuing three years should be quadrupled. The Committee can now profitably spend from \$50,000 to \$75,000 per year in its work of advertising Hawaii."

### DYER WILL SPEAK ON A NEW ENGINE

The regular monthly meeting of the Hawaiian Engineering Association will be held on Thursday, August 22, 8 p. m., at the McKinley High School. W. J. Dyer of the Honolulu Iron Works will talk on the "Diesel Engine." Mr. Dyer has lately returned from New York. On his trip he met Dr. Diesel, the inventor, and has the most recent information on the new engine.

The discovery that the outfitting and voyage of Columbus by which America was discovered cost \$7200, makes it beat the cheap real estate transactions.

## YALE GRADUATE, A MINISTER, LAUDS IDEA OF CLASS REUNION

The following article written by a Yale graduate and inspired by the reunion of the Yale class of '97 at its recent fifteenth anniversary reunion, has been given to the Star-Bulletin by a loyal son of Eli in Hawaii. The writer, Rev. George L. Parker, discusses in an interesting manner the reunion and its meaning:

The reunion of graduates at commencement time has become a regular feature at nearly all of our colleges. To "come back," has developed into one of the functions and privileges of the graduate. The triennial, sexennial, decennial and other anniversary classes have a selected committee who prepare for all the details of the celebration, hire sleeping quarters, dining-rooms and club houses.

Dr. Francis E. Clark is quite right that many of the alumni reunions at our colleges are conducted in an unworthy way. Let me put myself in hearty accord with him on that score.

Yet let me speak, too, of another side of the picture. In my recent fifteenth anniversary at Yale, where out of two hundred and fifty living members of the class one hundred and fifty returned the drinking was on a very limited scale. And the encouraging thing was that I saw men after man who in college had been known as a drinker now refuse to drink at all. And out of the one hundred and fifty men I saw only two under the influence of liquor. My observation in the last five years is that in most of our colleges drinking is less than it used to be.

My thought turns particularly to the large and bright side of these college reunions. The men who have been out ten, fifteen or twenty years are no longer boys. They have met the problems of the world, the sorrows and the joys of a large portion of life's road. They come back to report to each other something of what they have found. Some have found one thing, some another, the reports do not all agree; and yet the comparing process does this much, it makes every one feel that we are all working in the same world; and it adds tremendous value to the field of our labor. What a great help to find that some man of whom you least expected it was glad to hear you tell of your life and work!

I was surprised to find that many who would not own to church membership were nevertheless deeply and vitally interested to hear of church problems. And nothing was more significant than what occurred at the class dinner. Cheers were being given for some of the speakers, when suddenly some one cheered one of the clergymen in the class. Then in a perfectly spontaneous way the whole room gave the college cheer for each separate clergyman, calling out the names with rounds of applause.

It was not compliment nor affection. It was just a spontaneous expression of what men really feel about the church but seldom speak out. For fear that some preacher had been omitted, one of the cheerers hurried over to me and asked, "Have we left out any of your ministers?" which showed that the whole idea had a plan behind it. No other group of men, as a group, had this tribute paid to them on their profession.

I do not believe that the ministry is a defunct calling, even in the eyes of men of the world. I believe the church is still looked to, now, more than ever looked to, as a bulwark and defense; and as college men size up their battles in the world, read their defeats and their temporary successes, something grips them and tells them that, after all, the institution which looks upon these by the light of eternity and not by the changeable and flickering torch of time has the one and only vital message for heart and mind. I doubt if any group of men except a college class would have given the unconscious testimony to the church.

There was no tribute paid to money, as such. We all knew who had been the men of means when in college and by mere chance I heard of one or two who since graduation have been very successful, but other than this I left the reunion, as did every one else, not seeing a sign whereby one would know who had much or who had little.

That the money element was in the background is shown by the fact that no definite sum was asked for. Every man was asked to send any amount he could for all expenses, and on reaching the reunion no more was demanded, and no one except the committee knew who any one else contributed. That some gave much and some little can be seen by the fact that a surplus of \$8,000 was given to the class to the university, and that, on the other hand, there were four men who were only one dollar apiece.

These things are hopeful signs in a material age, and I am glad to believe that the colleges are still placing character in it in any other body of a hundred and fifty men the thought of the distinctions of worldly success could have been thus conspicuous by its absence.

There was still another tribute. It was that paid to work and worth, especially in the case of men who in college have given a lifelong inspiration to some of those who years ago were the "unknown men of the class" to hear themselves pointed out, by some of those very ones by whom they were then unknown, as being now foremost in their sphere of work and in the class.

Of course I can hear the cynic say that nothing succeeds like success, but my answer is that that spirit was not the spirit of the tribute these men received; for in most instances it was not worldly success that had been achieved but success of character applied to a given task. I doubt if the ideal of success is anywhere so unanimously raised as at a reunion of college men. It is in this tribute that the class asserts most loudly that the college gave to it some high standards that the worldly point of view has not been able to destroy. It makes of the reunion a revival of idealism.

It is true that nonsense plays a large part in these gatherings. On the Yale baseball field that Tuesday afternoon one might have said that the scene was a riot of absurdity, unworthy of any educational institution. There were clowns, farmers, wild Indians and Arabs by the hundreds; grown men of thirty years leading around themselves and the populace; and reverend graduates riding on camels as if they were boys again at the circus. But I noticed particularly that when one of the small pigs grew tired that foolish graduate picked him up and carried him in his arms! And with the rest of the barnyard collection no touch of cruelty mingled with the fun. It seems hardly worth mentioning, but there's a reason!

And in that dancing crowd of boisterous men were clergymen whose ministry has served hundreds with hope and tenderness; doctors whose labor is equally to the poor and the rich, and men who to my knowledge left their reunion before it was over to go to their own town to take care of a needed reform measure in the civic life of the community. Such things may be worth noting in these days of criticism.

## BIG MANEUVERS PROVING UNIQUE

SAN FRANCISCO, August 11.—Unique in the history of the National Guard of the United States are the military maneuvers that started yesterday. Never before in this country has an army composed principally of militiamen, as the red, or attacking army, is called, been given the job of working against troops of the regular army. For this reason officers and men, both of the regulars and of the militia, throughout the United States are watching with much interest the attack upon San Francisco's fortifications to be made by the army invasion under the command of Brigadier-General Robert Wadsworth of the National Guard of California.

Today two armies are encamped under arms waiting for hostilities to begin. The Blue army, defender of San Francisco, is in the city and at the Presidio all awaiting orders from Brigadier-General Walter S. Schuyler, U. S. Army, commander in chief of both forces, to start on the march south to meet the invaders, who are presumed to have landed at Salinas after successfully defeating American troops who tried to prevent such landings.

The American troops in this case are composed principally of soldiers of the regular army. The invaders are, for the most part, militiamen. Two problems will, therefore, be worked out. The one of supreme importance is whether or not an army could land on California soil, march through a hostile country and capture the great batteries that defend San Francisco. The other problem, secondary in importance, is the relative efficiency of the guardsmen and the regulars, the regulars, or defense force, being outnumbered more than two to one.

March Begins Wednesday.

On the morning of August 14th both armies will break camp, the Red army starting north and the Blue army starting south. The objective point of both armies will be Coyote station, where the first battle of the war will be fought. There Brigadier-General Walter S. Schuyler of the Army, Adjutant-General A. Forbes of the National Guard of California and Brigadier-General R. T. Evans, U. S. Army, Chief of the Bureau of Militia Affairs, will have their headquarters. Here, also, will be stationed the umpires of the maneuvers, all officers of the Army. They are Lieutenant-Colonel Charles H. Barth, Twelfth Infantry, umpire in chief; Major Charles Crawford, Twenty-ninth Infantry; Captain W. F. Smith and Captain Brant. Half a dozen officers of the regular military establishment also will be stationed with both armies to act as referees of the maneuvers.

If it is determined, on points that the Red army is victorious in its battles in the south and has technically defeated the defense army, the latter troops will retire toward San Francisco, the invaders following. The problem before the Red army, then would be the capture of the Presidio fortifications, defended by fifty-six 12-inch motors having a range of something like 12,000 yards. If the invaders get through this zone of fire it will be officially determined that San Francisco is pregnable from the land side.

Neither army will be informed as to the movements of the opposing force, saving through such information as can be gathered through scouts and spies. Because in time of war there would be no newspaper correspondents with the army of invasion, the commanding officer of the defense force is instructed to ignore anything he sees in the papers regarding the movement of the hostile troops. The spy system, however, can freely be used.

From every standpoint the maneuvers will be the biggest thing ever held in the west in time of peace. Nearly 10,000 men will be employed and the importance of the problem outranks any other problem ever tackled on a maneuver field.

Everything in the printing line at Star-Bulletin, Alaska street; branch, Merchant street.

# Spreckels Tract

Punahou Street, Wilder Ave., and Dole Street

Ideal Surroundings

Beautiful Old Shade Trees

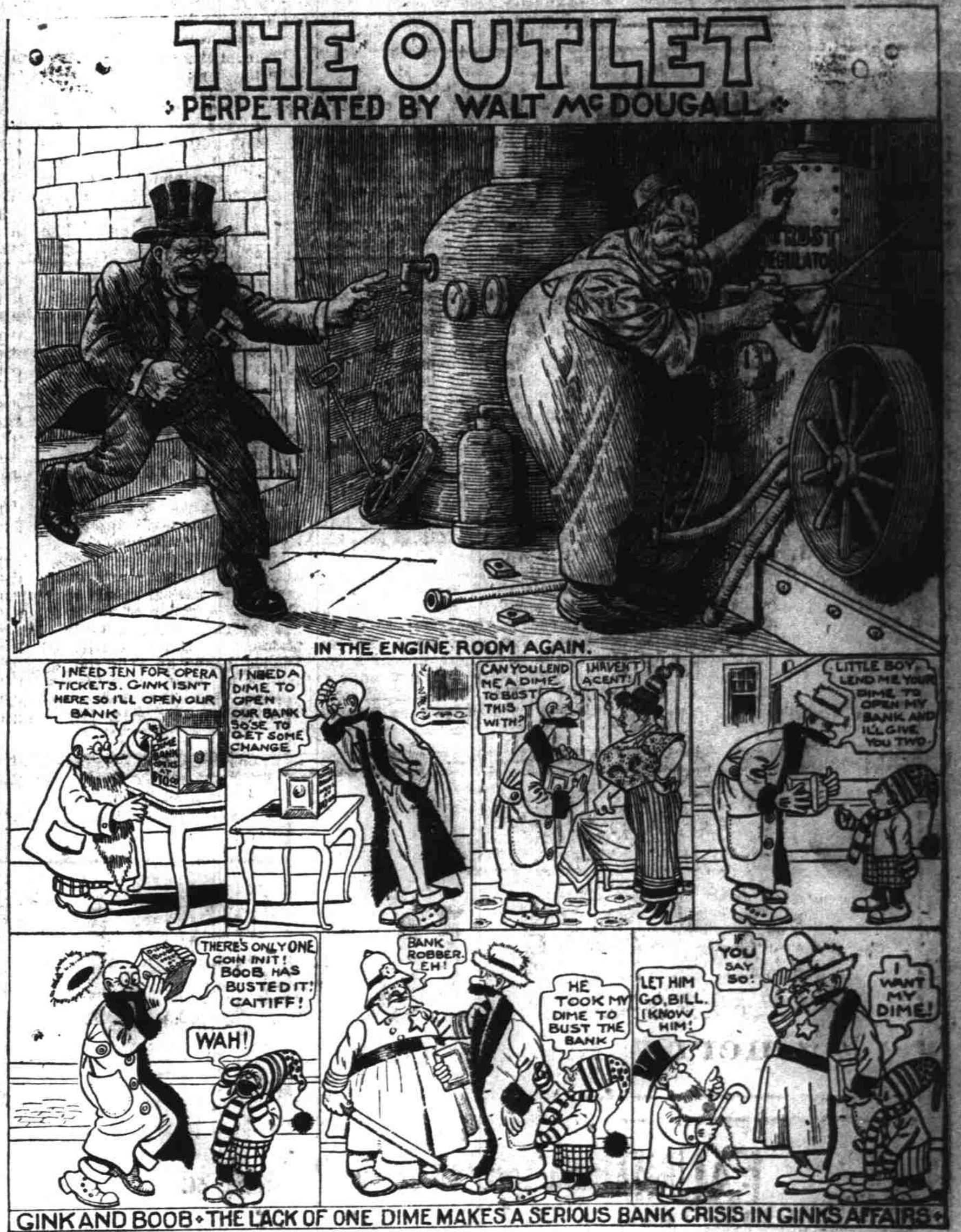
Entire Tract Plowed and Harrowed

For Particulars Apply

Spencer Bickerton,

Cunha Bldg., Office 6

78 Merchant Street



## Boys' Clothing

For the Opening of the Schools

Now is the Time --- Buy at Sale Prices

L. B. KERR & COMPANY, Ltd.,  
Pantheon Block, 84 Hotel St.